

OLDFIELD MAN PAYS TRIBUTE TO OUR COTTON

"Tell Arizona people that the tires on all three cars at last Sunday's race at the fair grounds were made from Salt River Valley long staple cotton."



It's Crammed with Power—

the Gould Storage Battery for your car.

Pep right on tap—sturdy work—a good old age.

That's the record of Gould Batteries.

The answer lies in the Dreadnaught Plates.

They're every bit Gould made—even to the lead oxide.

No other maker goes to such length to secure uniform quality.

Dreadnaught Plates are so reliable that they're used for such exacting work as furnishing the power for railroad signalling, submarines, street cars, and wireless operation.

There's a Gould to fit your car.

Square Deal Battery Service

Repairs Refilling
Replacements Recharging
for any battery

We supply a Gould Battery for any car

Cadillac, Mack Trucks,
Buick

BABBITT BROTHERS
313 North Central
Phoenix, Arizona

Also distributed through
our other branches

said R. H. Colby, western manager of the Oldfield Tire company, yesterday. "The concern which I represent is using every pound of long staple cotton possible in the manufacture of Oldfield tires. The results are to be seen in the way these tires have stood up on the speedways and dirt tracks of the country. Milton's car last Sunday had on three of the tires that he used in the Fresno race, and in a race or two before that one. When it is considered that the strain on a tire for 100 miles at a terrific speed is well nigh impossible to combat successfully, it will be seen what kind of stuff goes into these Oldfield tires. We rely absolutely on Arizona long staple cotton for strength in the carcass. Short staple cannot produce the excellent results. That has been proven time and again. Until we combined our method of manufacture with the finest rubber that money could buy and with Arizona long staple cotton, few tires run the full course in any race, regardless of make."

Colby, in qualifying his remarks on this score, went on to state that the international sweepstakes race at Indianapolis was won by Gaston Chevrolet with his famous "Monroe" car, equipped with Oldfield tires. This 100-mile race was the first race of that length in which a driver did not have to make a tire change. Chevrolet drove this race at an average of 81.5 miles per hour and did not have one iota of tire trouble.

"We are very proud of the performance of our tires," Colby stated. "And Arizona people can be proud with us, for your cotton has been a wonderful help in enabling us to put out a tire that will absolutely deliver the goods."

Colby further stated that the racing performance of Oldfield tires had been of inestimable value to the Oldfield company in developing their tire for touring purposes. "Every racing tire, when it is worn out, is sent direct to the factory," he said. "There we examine that tire for destruction caused by heat, road wear, and so on. We examine the carcass minutely for any breaks in the cords, the bead structure is carefully inspected, and we do not overlook anything that will give us a clue to what constitutes the real destructive factors in driving. We plan our improvements as the weeks go by, adding strength to the tire design here and there, putting more material here, curing this factor longer. In fact, doing everything that will make our tire the hardest competition to beat in the world's market."

"That we are succeeding, and have succeeded, in placing a tire on the market that will give the owner of a touring car as good service as he can possibly expect from rubber, cotton and expert manufacture, will be seen from the service our tires are rendering the public in everyday use. We have never yet had to apologize for Oldfield tires, and what's more, we do not expect to have to do so, as long as the present excellent grade of rubber, Arizona long staple cotton and the directing genius of Barney Oldfield are available to us."

TYPEWRITER CALLS

TO FRENCH GIRLIES

PARIS, Oct. 16.—The French "midinette" is disappearing and young French girls are throwing aside the

MINERS' WIVES PROTEST STRIKE!



LODNON—Wives of British miners are not in sympathy with the threatened coal strike. Recently, as part of a demonstration, they paraded through the streets of London. These wives, many of them mothers, fear a strike would mean the starvation of their children.

needle for the typewriter, according to the large fashion houses of Paris. The apprentice who used to be glad to enter a modiste's or costumier's establishment as midinette, at first earning nothing but her keep, is now learning typewriting with perhaps a suspicion of shorthand, and can command a fair salary as soon as her course of instruction is completed.

Experienced modistes and dressmakers vainly point out the folly of this course, which they say, leads many girls into a blind alley occupation instead of providing them with a trade at which they can eventually earn a living running into many hundreds of dollars a year, as a premiere in a big fashion house receives a salary varying between \$3,000 and \$5,500.

PLEASE TOURISTS BATTERY SERVICE

"Local motorists will be interested

in the comments of many tourists who have stopped at the local Vesta service station which show the high grade of battery service to be had in the city."

"All these tourists are enthusiastic in praise of the Vesta service policy," according to Chet Morrell, manager of the local station.

This policy includes a definite price in advance on every repair. Vesta service stations do not work on a "charge for time" basis. The motorist knows beforehand just what the repairs will cost, and the price is always reasonable.

able.

It is also part of the Vesta policy never to open a battery without the motorist's permission, and then only after every effort has been made to charge it.

"This square basis of dealing has earned the good-will of all motorists. I believe," said Mr. Morrell, "that one reason for this satisfaction with Vesta service is that in making a repair on any battery we use the patented features which have made Vesta batteries famous."

NOT ASHAMED TO SHOW USED CARS

When a merchant has something to sell, put it out where people can see it to the best advantage with the least amount of effort. Such is the business principle acted on by Barret & Pottberg, Inc., distributors of Studebaker automobiles. In the disposal of the used automobiles taken in on trades for new Studebakers.

For several weeks the Studebaker distributors have had their used car department on the vacant lot in Central avenue between Monroe and Van Buren streets. The automobiles are

run over from the Barret & Pottberg garage, 125 North First street, every morning and returned to the garage at night. During the day they are arrayed in "company, front," facing Central avenue, where all who are interested may inspect them as they pass.

"The success of the plan has been amply demonstrated," Mr. Pottberg stated yesterday. "While we are not primarily in the used car business, yet on the other hand we are not ashamed of the used cars we offer for sale. It is our policy to offer as good value as possible for the price asked. We do not endeavor or expect to make any profit in our used cars. Instead we use every effort to offer each used car at as reasonable a price as possible, our desire being to turn each car quickly for exactly what we have tied up in it. Then we take that same money and invest it in another used car that someone wants to turn in on a new Studebaker."



THE 6,000 mile adjustment basis upon which Kelly-Springfield tires are sold means only that you won't get any less than 6,000 miles. So many of them go twice as far that the guarantee needn't worry you.

Phoenix Rubber Co.

DISTRIBUTORS

KELLY-SPRINGFIELD TIRES

Monroe at First Street

Free Service Car

PHONE 614

W. A. ROBERTS, Mgr.

NEW PRICE

\$1395.00

F. O. B. Phoenix

NOW IS THE TIME TO BUY

Lower Prices on Gardner Cars
and the Reason Why

There is no business reason why, but there is a very big sentimental reason—the great American public demands it. Right or wrong they say that the high cost of living must come down. They are impatient. They won't wait for a proper adjustment from the bottom up, but insist that prices on finished articles as well as food and other farm products should be reduced in price—and that at once.

The time for action is here. The Gardner Motor Company has joined with a large number of motor car builders and made a big reduction in the selling price of their product with a view of assisting in the good work at a heavy financial loss to themselves.

In fact—they are willing to co-operate and to run their entire plant if necessary for months at a big sacrifice in an effort to try and bring order out of chaos, keep their organization intact, carry out their contracts dollar for dollar.

They have over Ten Million Dollars worth of merchandise on the way and in over thirty-three years of manufacturing experience have never repudiated a contract or cancelled one—and they don't want to begin now if they can help it.

Losses must be borne good naturedly and at once, and let us hope that soon "business as usual" will be the slogan everywhere.

There have been no inflated prices in automobiles and it is very unjust to say that certain

other companies have unfairly priced their product. I doubt that a single builder has varied very much from the other in computing costs and profits.

As for the GARDNER LIGHT FOUR now listed at the new price of \$1395.00 it will be sold by them at actual cost of production, and they believe that the same can be said of any other makers who have lately reduced their price.

So, Mr. Reader, if you have in mind buying an automobile any time soon it behooves you to get busy at once. You can feel absolutely sure that "bed rock" has been reached on the GARDNER LIGHT FOUR and no further reductions can be or will be made.

The GARDNER LIGHT FOUR is not a war product and the old price, included only a very modest profit. The Gardner Motor Company confidently assert that the new price is now so low, that they furnish the best 100% of motor car value on the market today.

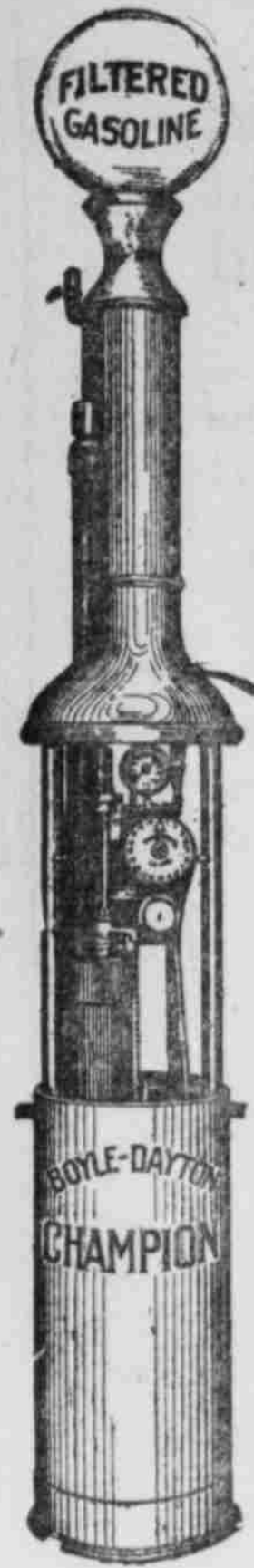
Ferguson-Keeler Co.

321 N. Central

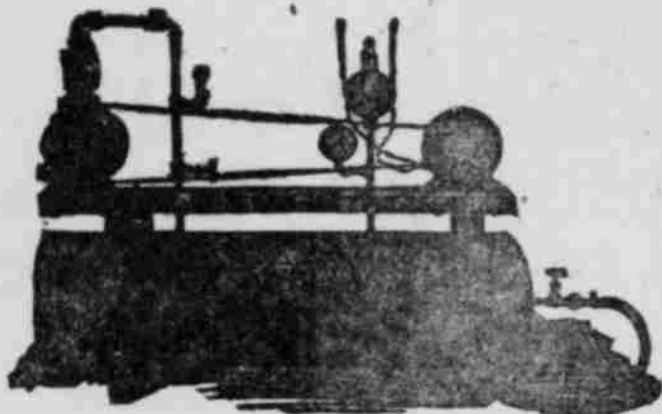
Distributors Arizona and Sonora Mex.

GARDNER

Boyle-Dayton



Gasoline
Measuring
Pumps



A BOYLE-DAYTON AIR COMPRESSOR

Lubricating Oil Tanks

Underground
Gasoline Tanks

— AND —

Air Compressors

COMPLETE STOCK
CARRIED IN PHOENIX

We can make immediate delivery

MODEL—75-D

Only pump of its kind controlled
by air.

WE COVER THE STATES OF
ARIZONA, NEW MEXICO
AND WEST TEXAS



MODEL 75

Jack Tebbetts & Co.

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